

Engaging Your Community

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Course Description

Community engagement is about involving the people you serve not just as beneficiaries of programs but as partners in accomplishing your mission. For an NGO to flourish, it must engage people from the community in identifying needs, developing projects and assessing results. Learn more about the ways your NGO can foster community engagement.

Learning Objectives

- Understand what community engagement is and why it's important.
- Become familiar with different ways an NGO can foster community engagement.
- Learn the benefits and challenges of community engagement.

Discussion Questions:

1. Why is involving members of the community — even those not being served — important for an NGO?
2. Think of a project that you are currently managing. What are different ways you might begin to involve community members in the project?

Developmental Actions:

1. Think about the team you are managing. Conduct an assessment of the assets on your team to define what each person knows and what they know how to do. Identify practical ways you can use this information to be more efficient or effective.
2. Identify opportunities for community engagement at your NGO or an NGO you know and describe the benefits and challenges of greater engagement.